



Liquor Chronicles

Department of Revenue

Liquor Distribution Team

March 2005

History of Liquor Distribution in Montana

In 1933, following the repeal of prohibition, the State Board of Examiners established the Montana Liquor Control Board. Patterned after the alcohol beverage distribution system in Alberta, Canada, the Board was charged with the responsibility of purchasing, pricing and vending liquor in the state. By the first quarter of 1935, 115 state-owned retail stores were in operation and in 1937, liquor-by-the-drink became legal. In the mid-1960's, emphasis on customer services brought self-service stores to the state. In 1973, the Montana Legislature abolished the Liquor Control Board and transferred its responsibilities to the Department of Revenue. In 1995, the Montana Legislature directed the department to convert all remaining state liquor stores to privately owned agencies.



Repack Surveys

On January 24, the Liquor Distribution Team asked the store agents for input on updating the brands of products available in our repack section. These requests were due back to the liquor distribution office by February 11. We will be reviewing the surveys and making adjustments to the repack section based on agents' feedback. Due to space limitations, not all requests will be possible. Stores should expect to see changes effective August 1. We will keep you informed as to which products will be added and those that will be removed.

Montana Pricing Formulas Changing

Effective May 1, the Montana distilled spirits and fortified wine pricing formulas will be changing. As many of you know, when computing Montana posted prices for distilled spirits, the following formula is used:

Case Cost from Vendors
+ Local Freight Charges (\$1.08)
X Markup (40%)
X Tax (26%)
/ Units per Case
= Posted Price per Bottle (rounded up to the nearest nickel)

As a result of our trucking contract being reissued, the Local Freight Charges are raising to \$1.10 per case. The same \$1.10 Local Freight Charge applies to fortified wines as well.



ST. PATRICK'S DAY -- MARCH 17



EASTER -- MARCH 27

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Product Updates

New Products

Bacardi Big Apple Rum
320-43916-75
12 pack @ \$13.05/bottle

Coronet VSQ Brandy
375-52376-75
12 pack @ \$10.50/bottle

Hpnotiq Vodka & Cognac Liqueur
449-65191-05
96 pack @ \$2.70/bottle

Players Extreme Caramel Infused Vodka
265-34534-75
12 pack @ \$14.45/bottle

Pravda Vodka
255-34650-75
6 pack @ \$29.00/bottle

Ridgemont Reserve 1792
151-21236-75
6 pack @ \$27.50/bottle

Taylor Fladgate LBV
525-90824-75
12 pack @ \$22.70/bottle

Taylor Fladgate Ruby Porto
525-90834-75
12 pack @ \$14.15/bottle

Taylor Fladgate Tawny Porto
525-90844-75
12 pack @ \$14.15/bottle

Three Olives Chocolate Flavored Vodka
265-34929-75
6 pack @ \$19.25/bottle

Wild Turkey 101pf
151-22151-05
120 pack @ \$1.55/bottle

NABCA Number Changes

Kahlua and Milk
398-62067-20
24 pack @ \$1.65/bottle
Was: 398-62066-20

Korbel Brandy
375-52835-17
6 pack @ \$22.95/bottle
Was: 375-52808-17
Also changing from a glass bottle to a plastic bottle.

Proof Change

The following Arrow products will be changing to 34 proof. After the cases with the older proof are sold out, the 34 proof products will start to ship out.

420-71917-10 Arrow Amaretto
490-82017-10 Arrow Cinnamon Schnapps
490-82016-75 Arrow Cinnamon Schnapps
420-79966-75 Arrow Creme De Almond
475-79997-10 Arrow Creme De Banana
440-78037-10 Arrow Creme De Cacao Brown
440-78617-10 Arrow Creme De Cacao White
445-79027-10 Arrow Creme De Menthe Green
445-79517-10 Arrow Creme De Menthe White
470-79957-10 Arrow Creme De Strawberry
449-85417-10 Arrow Curacao Blue
450-85427-10 Arrow Curacao Orange
475-72137-10 Arrow Melon Liqueur
475-72136-75 Arrow Melon Liqueur
485-82146-75 Arrow Raspberry Schnapps
490-82167-10 Arrow Rootbeer Schnapps
240-33317-10 Arrow Sloe Gin

Fun Facts About Vodka

Russians usually wash vodka down with beer.

The Russian remedy for a hangover is pickle juice. Try it!

Russia and Poland both lay claim to the title of "originator of vodka."

Product Updates

Price Changes

Corralejo Triple Distilled Reposado
499-89188-75
6 pack @ \$39.55/bottle
Was: \$38.65/bottle

Durango Coffee Liqueur
430-73693-75
12 pack @ \$6.20/bottle
Was: \$6.05/bottle

Durango Gold DSS
449-73671-10
12 pack @ \$8.55/bottle
Was: \$8.40/bottle

Durango White DSS
449-73677-10
12 pack @ \$8.55/bottle
Was: \$8.40/bottle

Just Desserts Chocolate Chip Cookie
Liqueur
425-80300-75
12 pack @ \$12.95/bottle
Was: \$16.95/bottle

Just Desserts Creme Brulee Liqueur
425-80297-75
12 pack @ \$12.95/bottle
Was: \$16.95/bottle

Just Desserts Thin Mint Liqueur
425-80303-75
12 pack @ \$12.95/bottle
Was: \$16.95/bottle

McAdams Premium Canadian Whiskey
111-13758-17
6 pack @ \$17.65/bottle
Was: \$16.95/bottle

Price Changes (Continued)

McAdams Premium Canadian Whiskey
111-13757-10
12 pack @ \$8.80/bottle
Was: \$8.40/bottle

Mother's Caramel Apple Schnapps
490-84185-10
12 pack @ \$7.95/bottle
Was: \$7.80/bottle

Mother's Peppermint Schnapps (Trav)
480-81090-75
12 pack @ \$6.95/bottle
Was: \$6.55/bottle

Rondiaz Mojito Rum DSS
449-77310-75
12 pack @ \$8.10/bottle
Was: \$7.95/bottle

Rondiaz Spiced Rum DSS
404-77317-10
12 pack @ \$7.95/bottle
Was: \$7.85/bottle

Tito's Handmade Vodka
280-38174-37
24 pack @ \$9.20/bottle
Was: \$8.35/bottle

Trader Vic's Mai Tai
398-63897-10
12 pack @ \$9.40/bottle
Was: \$9.00/bottle

Discontinued Products

Eagle Rare Bourbon 101 Proof
151-17746-75

Jameson Irish 18 Year
120-15646-75